

CLEAR ADMIT School Guides

Georgetown
University
McDonough School
of Business

About This Guide

The Clear Admit team has prepared this reference guide to Georgetown University McDonough School of Business ("McDonough") to assist you in your research of this program. Our comments are designed to be of use to individuals in all stages of the admissions process, providing information relevant to those who are determining whether to apply to this program, looking for in-depth information for a planned application to McDonough, preparing for an interview or deciding whether to attend.

The guide is unique in that it not only addresses many aspects of life as a McDonough MBA student and alumnus, covering school-specific programs in depth, but also compares McDonough to other leading business schools across a range of criteria based on data from the schools, the scholarly and popular presses, and Clear Admit's conversations with current MBA students, alumni, faculty and school administrators. We have normalized the data offered by each business school to allow for easy side-by-side comparisons of multiple programs.



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1 Introduction to McDonough

Program Highlights

International Focus – The MBA curriculum at McDonough focuses strongly on the field of international business, due in part to its roots in Georgetown University’s Edmund A. Walsh School of Foreign Service. In keeping with this focus, McDonough typically enrolls the highest percentage of international citizens of any of its peers and sends a noteworthy proportion of each graduating class to work in full-time positions abroad. A number of international opportunities are also available for current students, including the Global Experience Program that allows students to gain firsthand experience with international business practices.

Washington, D.C. Location – McDonough is located in Washington, D.C., the capital of the United States, which offers students the opportunity to observe and work with various government agencies in an environment of extraordinary political activity. In addition, the capital boasts some of the most famous museums, monuments and historical sites in the U.S. Given its central Mid-Atlantic location, Washington, D.C. provides easy access to many other major U.S. cities such as New York, Philadelphia and Boston.

Global Experience Program – All McDonough students cap their second year with the Global Experience Program as part of the required core curriculum. This program provides students with practical consulting projects in numerous international locations, and its classwork and practical components prepare students for global engagements.

Brief History of the MBA

Originally conceived as an extra year of undergraduate training in finance, economics and accounting, business schools shifted around the start of the 20th century to begin offering managerial training for the U.S.’s new industrialized companies (see Figure 1.1). Their prestige grew throughout the Great Depression of the 1930s, when the research and training generated by business schools was seen as a key to the country’s economic recovery. The unprecedented managerial needs of World War II further increased the demand for formal business education, and after the war, U.S. veterans used their G.I. Bill funding to finance their business studies and move into management jobs.

By the 1950s, the MBA was a two-year, post-graduate pro-



Figure 1.1 Notable Developments in MBA History

MBA Degree		McDonough
<ul style="list-style-type: none"> Business schools are established in the U.S. to train managers for service in the new industrialized economy, especially the railroad industry. Academic focus is on accounting and bookkeeping, and most professors are professionals in these fields. 	1880s	
	1900s	
<ul style="list-style-type: none"> Association of Collegiate Schools of Business is founded in 1916 to provide resources for the growing number of U.S. business schools, which by 1919 enroll over 36,000 students. 	1910s	
<ul style="list-style-type: none"> On-campus recruiting by industry rises. Curricula begin to include policy issues. 	1920s	
<ul style="list-style-type: none"> The research and training conducted by business schools during the Great Depression is seen as key to the U.S.'s economic revival, significantly raising public opinion of business schools. 	1930s	
<ul style="list-style-type: none"> World War II sharply increases demand for trained managers, and WWII veterans return to U.S. business schools in droves. 	1940s	
<ul style="list-style-type: none"> Most professors now hold Ph.D.s in business, and academic research begins to form the basis of business school curricula. Strategic decision-making and quantitative and statistical analyses enter many curricula. 	1950s	<ul style="list-style-type: none"> Father Joseph Sebes creates a business division within Georgetown's School of Foreign Service (SFS). In 1956, the division becomes an independent school within the university, the Georgetown School of Business.
	1960s	
<ul style="list-style-type: none"> MBA starting salaries rise 5-10% per year at some schools, even during stagflation. Entrepreneurship enters most curricula. 	1970s	
	1980s	<ul style="list-style-type: none"> The Georgetown MBA program is founded in 1981.
<ul style="list-style-type: none"> Business schools focus on leadership, ethics and interpersonal skills, altering course content and increasing classroom emphasis on working in teams. 	1990s	<ul style="list-style-type: none"> In 1998, the school is renamed the McDonough School of Business in recognition of SFS alumnus Robert Emmett McDonough's \$30 million donation.
	2000s	<ul style="list-style-type: none"> George G. Daly becomes dean of McDonough in 2005. Daly undertakes a major expansion of McDonough's faculty and commissions a new facility for the school, which opened in 2009.
<ul style="list-style-type: none"> High-profile corporate scandals prompt calls for greater ethics education in business schools. By 2004, 447,000 students are enrolled in U.S. business programs. 	2010s	<ul style="list-style-type: none"> David A. Thomas assumes the deanship in 2011.

gram that turned business into a professional discipline on par with medicine and law, and the degree was seen as a ticket to a better, more secure career. The MBA continued increasing in popularity, from 21,000 business management master's degrees awarded in the 1969-1970 academic year to 139,000 in 2003-2004. This rise came in conjunction with a growing demand for MBA graduates in the workplace and with rising starting salaries for those graduating from top schools.

Since the early days of the MBA, there have been conflicts over the purpose of a business education. Initially, tension between a classical education in economics and more "practical" training in business dominated the debate, and in some ways this remains the central conflict. Today, the tension between theory and practice has increasingly taken center stage, as business school professors have become more academic and employers demand broader skill sets from MBA graduates. Most business schools, however, have designed programs that offer students exposure to both theory and practice – internships, fieldwork and school-based consulting programs are widespread. The increase in average full-time work experience among entering MBA students, as well as the growth in Executive MBA programs, ensures that classroom theories are continually tested against real world experiences. Regardless of these tensions, the MBA remains one of the most popular graduate degrees in the United States and around the world.

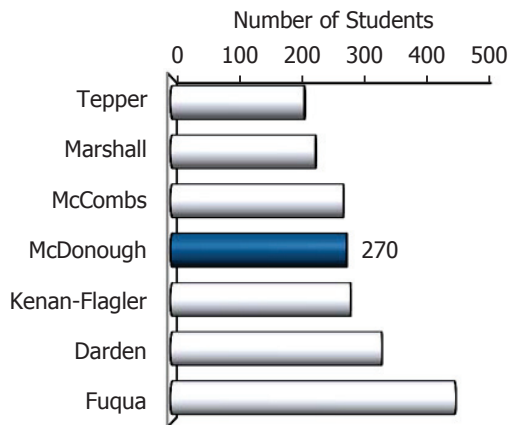
McDonough History

The McDonough School of Business is one of the youngest leading business schools in the U.S. Father Joseph Sebes, a professor in the Georgetown University School of Foreign Service (SFS), founded a business division within the school in the mid-1950s, believing that understanding commercial markets was essential to maintaining political stability worldwide. In 1956, this division became an independent school and was officially named the School of Business by its Board of Directors in 1958.

In 1998, the Georgetown School of Business was renamed after Robert Emmett McDonough, a 1949 graduate of the Georgetown School of Foreign Service, in recognition of a \$30 million donation he made to the school. McDonough attended night classes at Georgetown before working for the United Nations in Yugoslavia, later going on to found RemedyTemp, a company that provides skilled temporary labor. At the time, his donation was the largest single gift in university history, and Georgetown has since dubbed October 7 "Bob McDonough Day" in honor of his contribution.

In 2005, George G. Daly took on the McDonough deanship for an influential six years at the helm. Through his commitment to expanding the school's faculty, Dean Daly helped bring the school to increased prominence in the business community. While Daly's hiring push focused largely on non-tenured professors who hold MBAs and have real-world experience, rather than on Ph.D.s whose knowledge of business is primar-



Figure 1.2 Size of Incoming Class

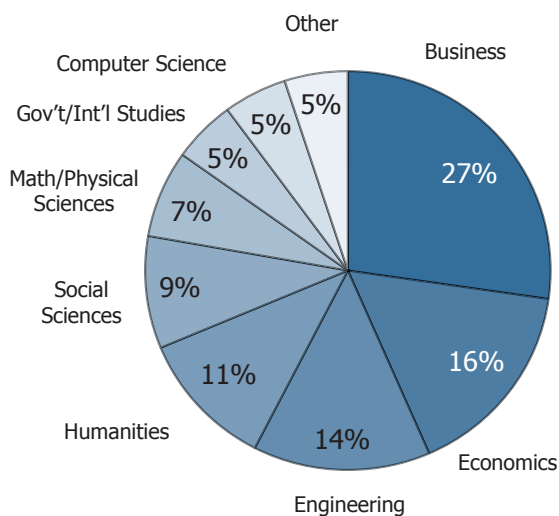
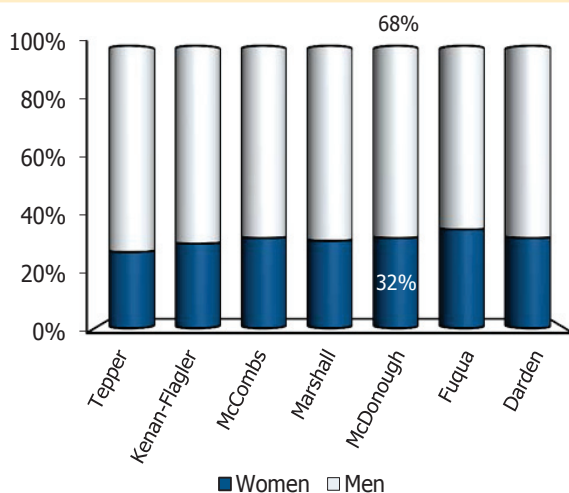
ily academic, he has stated that he was careful only to recruit faculty members who can complement the “war stories” from their careers with thoughtful, rigorous theoretical lessons.

Daly also spearheaded efforts to construct the Rafik B. Hariri Building, McDonough’s new home on campus, which opened in 2009. This 179,000-square-foot-building houses individual and group study areas, a technology center, the MBA Career Management Office and a variety of other resources for student use. In 2011, Daly stepped down from his post and was replaced by David A. Thomas, a professor and former associate dean at Harvard Business School.

Student Demographics

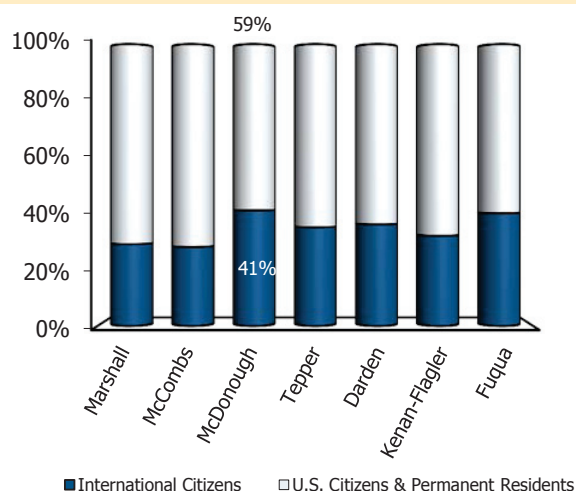
With a class size typically hovering around 250, Georgetown hosts one of the smaller MBA programs among leading U.S. schools. For the Class of 2016, 270 students enrolled at McDonough, a size similar to schools such as McCombs (see Figure 1.2). A smaller class does limit the range of professional experiences a student body may have, but programs with fewer students generally offer much better access to professors, campus resources and student peers. McDonough received 1,748 applications in total for the Class of 2016, for an enrollment rate of approximately 15%.

Members of the McDonough Class of 2016 had a mean GMAT score of 691—the highest for the program to-date. The middle 80% of GMAT scores ranged from 640 to 730 and the mean GPA stayed at 3.34. Matriculating students had on average of 4.75 years of work experience, and their average age was 28. These numbers reflect the norm at most MBA programs, as business schools prefer to admit students with enough work experience to contribute fully to classroom discussion. Twenty-seven percent of the McDonough Class of 2016 studied business during their undergraduate years (see Figure 1.3). Another 16% studied economics as undergraduates while 14% came from an engineering background. Twenty percent of the class had academic backgrounds in the humanities or social sciences. This distribution of undergraduate majors is similar to that of most leading business schools, all of which seek to admit students of varying interests and academic backgrounds to create a dynamic classroom experience.

Figure 1.3 Professional Backgrounds**Figure 1.4** Gender Distribution

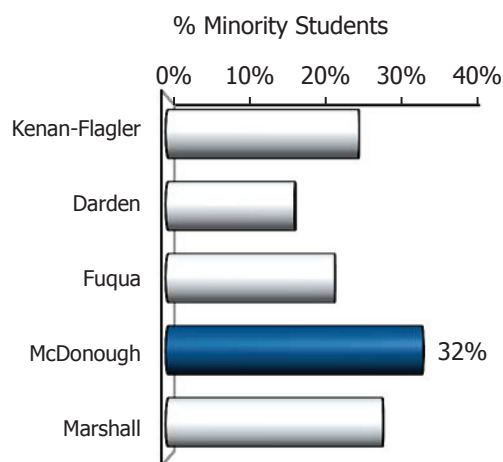
Unlike changing trends in medicine, law and other graduate programs, business schools still receive far fewer applications from women. McDonough shares this typical gender imbalance with women constituting 32% of the most recent class (see Figure 1.4). This figure places McDonough in the middle range of its peer group.

Given the increased focus on international business along with a desire to reflect a variety of cultural perspectives on campus, leading MBA programs all profess a commitment to creating a student body comprised of a wide range of different nationalities. McDonough follows this trend, with 39 countries represented in the Class of 2016. International students

Figure 1.5 Citizenship

make up 41% of the Class of 2016, a jump of seven percentage points from last year's international makeup and nine percentage points from the Class of 2014 (see Figure 1.5). This statistic moves McDonough to the higher end of international diversity, as other leading programs in its peer group typically have classes comprising closer to 30% international students.

Another indicator of diversity in U.S. business schools is the number of U.S. citizens and permanent residents who identify as members of an underrepresented minority, racial or ethnic group, a term that refers to students of African-American, Asian American, Hispanic American and Native American descent (see Figure 1.6). In the Class of 2016, 32% of students identify themselves as members of such a group, and McDonough places on the higher end among its peer schools in this respect.

Figure 1.6 Minority Students

2 Academics

McDonough's MBA program is intended to be completed over two years of full-time study. The curriculum is based on a modular system, similar to a quarter system, with courses organized into units that emphasize teamwork and encourage students to think globally and lead responsibly. In addition to core courses and electives, students are required to complete the Global Business Experience program, which provides intensive, hands-on courses and professional engagements designed to complement the theoretical focus of the rest of the curriculum. With the redesigning of the program's curriculum in 2012, McDonough's MBA has become more flexible than before.

Figure 2.1 McDonough Academic Calendar 2015-2016

Orientation	August 4-6, 2015
Pre-Term	August 10-28, 2015
Fall Semester	
Module 1 begins	August 31, 2015
Last day of Module 1	October 13, 2015
Module 1 final exams	Oct. 15-17, 2015
Module 2 begins	October 26, 2015
Last day of Module 2	December 8, 2015
Final exams	Dec. 10-12 & 14-15, 2015
Spring Semester	
Module 3 begins	January 13, 2016
Last day of Module 3	February 25, 2016
Module 3 final exams	Feb. 29-March 3, 2016
Module 4 begins	March 21, 2016
Last day of Module 4	May 3, 2016
Final exams	May 5-11, 2016
Graduation	May 20, 2016

Academic Calendar

Like several of its peer MBA programs, McDonough divides its academic year into semesters and subdivides each semester into smaller units, giving students the opportunity to take a greater number of courses than a standard semester system would allow. In McDonough's case, each semester is broken into two modules, or quarters, which means that students complete four modules' worth of courses in a given academic year (see Figure 2.1).

The official academic year runs from early September to early May. Prior to the official start of classes, first-year MBA students complete a two-week pre-term in mid-August and are joined by second-year students in September for the start of Module 1. Module 1 classes run until mid-October, followed by several days of studying and a five-day exam period. The modular system allows the academic calendar to encompass a number of short breaks, including a mandatory Career Week after the end of Module 1, which allows students to take a break from their classes to focus on refining their career goals and participating in recruiting.

At the end of Module 2, which also marks the end of the fall semester, there is a nearly three-week break lasting from late December to early January. Students then return for the start of Module 3, which lasts until late February with four days of exams following, after which students have a few days off for Spring Break, followed by a two-week period called the Intensive Learning Experience devoted to elective courses which can be off-campus learning experiences and residencies or on-campus courses using innovative teaching opportunities. Module 4 begins in mid-March, with classes ending in late April with exams stretching into early May. Once final exams are complete, second-year students are given a one-week

break before graduation.

Pre-Term

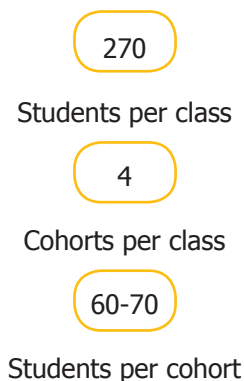
Many schools offer pre-term and orientation programs for first-year students prior to the start of the academic year. While orientations are usually required three- or four-day programs focused on meeting classmates and becoming acclimated to the campus, pre-term programs include an academic component, which may be anything from placement exams to leadership seminars. Orientations are always mandatory, though pre-term programs may be optional, depending on the nature of the activities taking place.

McDonough's pre-term includes both a traditional orientation program through which students are acquainted with life at Georgetown as well as mini-courses designed to help students get up to speed prior to the start of the first module.

Students who come to McDonough from outside the United States arrive on campus for a one-day orientation program in early August. This program is aimed at helping international citizens adjust to the U.S. educational system as well as addressing any specific needs or concerns they may have about living in the country. The next day, the remaining first-years arrive for a mandatory three-day orientation program intended to acclimate all first-year McDonough students to the program's policies and offerings. For instance, students have participated in an "Amazing Race," exploring Georgetown's campus while bonding with fellow classmates. Also, as McDonough claims service as one of its values, students also participate in a Service Day, a volunteer experience designed to support the local community.

Held on campus in early August, the Opening Term is part of the recommended curriculum for first-year students. During this program of approximately three weeks in length, students take Accounting Fundamentals and Structure of Global Industries (SGI) courses to help them begin the academic year with a foundational understanding of team dynamics and key strategies for quantitative thinking. SGI is meant to be an immersion course that prepares first-years for other global business education portions of the curriculum, including the second-year Global Business Experience. Accounting Fundamentals is a pre-requisite

Figure 2.2 Structure of the Student Body



Student Body

McDonough's class is divided into four cohorts of approximately 60 students apiece to facilitate bonding among students. Given McDonough's affiliation with Georgetown University, the cohorts are named Blue, Gray, Hoya and Saxa; the first two names refer to the university's school colors, and the second two are words drawn from the official Georgetown student cheer.



Students receive their cohort assignments during pre-term, taking courses and working on teams with their cohortmates throughout the MBA program (see Figure 2.2).

Students attend all core courses, as well as overseas travel programs and student activities, together with their cohorts. One of the most beloved cohort activities is the Cohort Cup, an annual autumn competition for all McDonough MBA students, and cohorts complete other social and community-focused challenges together throughout the year as well. For instance, the four cohorts have vied with one another to post the highest participation in the school's Month of Volunteerism, and students performed over 1,400 hours of public service.

Figure 2.3 McDonough Core Curriculum

First Year

Pre-Term

- Accounting Fundamentals
- Structure of Global Industries

Fall Term

- Financial Markets & Corporate Decision Making
- Managerial Statistics
- Marketing Analysis & Customer Strategy
- Firm Analysis & Strategy
- Analysis & Reporting of Financial Information

Spring Term

- Leadership & Social Intelligence (module only)
- Leadership Communication (module only)
- Analytical Problem Solving
- Operations (module only)
- Business and Public Policy in a Global Environment

Second Year

Fall Term

- Principled Leadership in Business & Society

Spring Term

- Global Business Experience

Core Curriculum

The 13 required courses in McDonough's core curriculum provide a thorough education in the fundamentals of business. As part of McDonough's curriculum revision, many courses have been expanded to a semester rather than modular length. Most courses, however, are still completed during the first year, especially during the fall semester; students are allowed to choose electives for the first time in the second semester of that year (see Figure 2.3) as opposed to Module 3 in years past. Second-year students have almost unlimited freedom to choose their schedules, checked only by the Global Business Experience requirements and the additional leadership course they must complete to be eligible to graduate with the Georgetown MBA.

Students are not eligible to waive core courses based on previous academic study or professional experience. However, McDonough does allow students to waive three core courses, and those students interested in waiving one or more courses must submit a formal request prior to the start of first-year classes. Students may sign up to take each course's waiver exam during the summer orientation before the school's classes begin.

In addition to these core course requirements, students must also complete the Career Week in the fall of their first year and additional academic preparation for the Global Business Experience in the fall of their second year. A one-week Global Experience is also part of the spring program for second-year students.

Electives

Electives comprise the majority of the courses students take during their second year, with the exception of the Principled Leadership in Business and Society Course and the Global Business Experience, which are both required.

McDonough's electives are divided into six broader disci-

Figure 2.4 McDonough Elective Areas

- Accounting
- Finance
- Management
- Marketing
- Operations and Information Management
- Strategy

plines (see Figure 2.4). Because the school does not require students to complete a major or concentration in order to specialize in a particular area of business, students have the freedom to choose from a range of electives and focus on as many areas of interest as they desire. Students must complete three modules of electives in their first year; five in the fall of their second years; and six in the spring of their second years, making for a total of 14 required modules of electives.

Students who take advantage of waiving the maximum number of core classes will have the opportunity to take an additional 7.5 credits of electives during their two years at McDonough. Typically, students take three electives during the first year and 13 electives during the second year, as few students pass one of the waiver examinations.

To sign up for courses at McDonough, students use an online bidding system, in which they are allotted 2,000 “lifetime” bidding points to use for course bidding over their time in the MBA program. Bidders who are successful in entering a course are “charged” the clearing price, or the number of points submitted by the lowest bidder who gained entrance to the course. There are no minimums or maximums for course bidding, and the Office of the University Registrar provides detailed information on the process to guide students in making their selections.

Cross-Registration

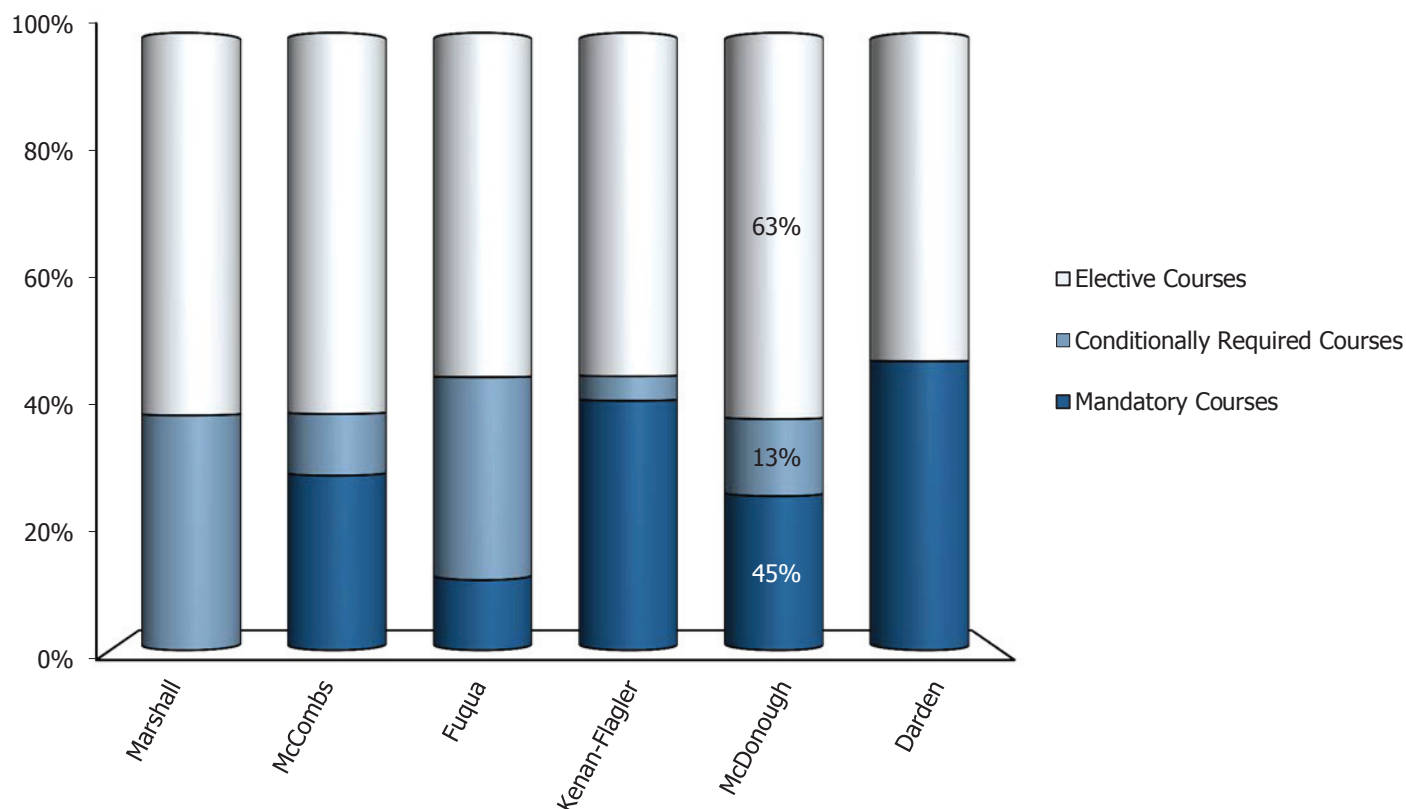
Students can take courses at any of the 15 member institutions of the Consortium of Universities of the Washington Metropolitan Area. Students must be in good academic standing and take the course for a grade; no cross-registration is offered on an auditing or pass/fail basis. In order to receive credit for these courses, students must have their selections pre-approved, demonstrating that their target courses are relevant to the MBA curriculum, taught on a graduate level and not already offered at Georgetown.

Curriculum Comparison

While each of the leading MBA programs organizes its program around a core curriculum, the structure and flexibility of these cores vary significantly. By comparing the number of core courses a school requires to that school’s overall graduation requirements, prospective students can determine what proportion of their studies will be structured by the school and what proportion might be spent pursuing topics of their own choice. This flexibility may be enhanced by the possibility of waiving core courses or substituting them for electives; courses that can be waived in this manner are considered conditionally required.

First-year students at McDonough are given a small degree of flexibility when it comes to their course selection, in that they can begin taking electives in their first year and enjoy some



Figure 2.5 Course Type as Percent of Credits Required to Graduate

Note: Mandatory classes are required for graduation and cannot be waived under any circumstances. Conditionally required courses are part of the core curriculum but may be waived by exam or credential or substituted with other coursework.

waiver opportunities (see Figure 2.5). McDonough's curriculum allows students to waive three core courses, or about a third of the core, by examination, although the school notes that few students obtain even one waiver. Therefore, many of the courses in the required MBA curriculum program could be considered mandatory, and students at McDonough otherwise begin taking electives during their first year.

During the second year of the MBA program, students pursue elective courses in addition to completing the Global Business Experience and the Principled Leadership in Business & Society course. This level of freedom in course selection is a common standard for full-time MBA programs. While students at McCombs, Fuqua and Marshall are afforded more choice during their first year, electives still account for well over half of the MBA at McDonough, giving students ample opportunity to explore areas particularly relevant to their career goals.

Grading System

McDonough employs a standard U.S. letter grading system to evaluate student performance, in which professors assign grades from A to F and use plus and minus designations to make finer distinctions. Each grade is tied to a grade point average, or GPA, which is calculated on a 4.0 scale.

Faculty

McDonough maintains a staff of approximately 110 faculty members, including adjunct and full-time professors. Students at McDonough describe their classes as “exciting,” largely because of the energy that the faculty members bring to their lectures. In surveys of students and MBA recruiters, McDonough professors receive high marks for their teaching methods and styles. Faculty members bring a wide range of experiences to the classroom; professors at McDonough have backgrounds in consulting, business, government, academic institutions and strategy.

The faculty members at McDonough traditionally get to know their students quite well through classroom interactions, informal gatherings outside of class and conversations during office hours. A few of the school’s most mentioned professors are profiled below.

Reena Aggarwal

Named an “Outstanding Faculty Member” in the *BusinessWeek* Guide to the Best Business Schools, Reena Aggarwal is the Robert E. McDonough Professor of Business Administration and a Professor of Finance at Georgetown University. She specializes in research on international stock markets, corporate governance and initial public offerings, and is currently working on projects on international corporate governance, market valuation, and demutualization of stock exchanges and public offerings. At McDonough, Aggarwal teaches courses in Corporate Finance, Alternative Investments, Hedge Funds and Investment Banking. She is also the Director for the Georgetown Center for Financial Markets and Policy, a center dedicated to developing research on global financial policy issues. She frequently speaks on local and international radio and television stations, and she has been cited in the *Washington Post*, the *Financial Times*, *BusinessWeek* and *The Wall Street Journal*, among other publications. Aggarwal holds a Ph.D. in Finance from the University of Maryland, College Park as well as an M.M.S. in Business Management from the Birla Institute of Technology and Science in India.

Alan R. Andreasen

Alan Andreasen, who has been called the “Guru of Social Marketing” for his trail-blazing expertise in the field, is the Executive Director of the Social Marketing Institute, which is devoted to bringing about social change using variants of commercial marketing methods. Andreasen also advances his field as an editor for a number of peer-reviewed publications, such as the *Journal of Consumer Policy*, *Social Marketing Quarterly* and the *Journal of Public Policy and Marketing*. He has published over 100 books, articles and papers, and was awarded the 2007 Richard W. Pollay Prize for lifetime achievement in the field of marketing in the public interest. In addition, the American Marketing Association gave Andreasen the first-ever award for Lifetime Achievement in Marketing and Society in 2008. Andreasen holds a Ph.D. and M.S. in Marketing from Columbia University, as well as a B.A. in Business Administration from the University of Western Ontario.



Thomas B. Cooke

Thomas B. Cooke, a Distinguished Teaching Professor at McDonough, has been a member of the Georgetown business faculty since 1976; in that time, he has received both the Georgetown University Distinguished Teaching Award and the Georgetown University Vicennial Medal for 20 years of service. His research focuses on the legal environment of business and federal income taxation. Cooke currently teaches courses in business law and is the faculty co-director of the Global Experience Vietnam program, which is open to second-year MBA students seeking to fulfill their Global Residency requirement. He has authored numerous articles on legal liability and tax ethics, and is the editor of the Federal Tax Alert and the Tax Client Newsletter. Prior to joining the business school, Cooke worked as the Assistant State's Attorney and Assistant Public Defender for nearby Montgomery County, Maryland. Professor Cooke has affiliations with the United States Supreme Court, the United States Tax Court and the United States Court of Appeals for the District of Columbia Circuit, among others. He earned a B.A. from Villanova University and a J.D., Master of Laws and Master of Laws in Taxation from the Georgetown University Law Center.

Douglas M. McCabe

A highly productive scholar, consultant and go-to expert for human resources and organizational behavior issues, Douglas M. McCabe is also a Professor of Management at McDonough. The author of over 200 articles, papers and speeches, he has been a guest on numerous U.S. television networks, including ABC, CBS, NBC, PBS and CNN. He has also been quoted in *BusinessWeek*, *U.S. News and World Report*, the *Washington Post*, *The New York Times* and the *Chicago Sun-Times*. McCabe is currently the Section Editor for International Management for the Journal of Business Ethics and serves on the editorial boards of 23 other scholarly and professional journals. McCabe holds a Ph.D. in Industrial and Labor Relations from Cornell University, an M.S. in Human Resources and Industrial Relations from Loyola University of Chicago and a B.A. in Political Science and History from Marquette University.



3

Special Programs

McDonough offers a few special programs designed to facilitate deeper learning in various areas of interest and to give students practical experience with the concepts covered in their core courses. Many of these programs take advantage of the school's Washington, D.C. location. McDonough actively cultivates connections with local business, government and not-for-profit leaders, which often translate into experiential learning opportunities, such as the school's Global Business Experience program, as well as on-campus presentations, panels and policy discussions featuring local business leaders.

Global Business Experience

A unique aspect of the McDonough curriculum is its Global Business Experience program, which replaced its Global Residency Program beginning in the 2012-2013 academic year. The Global Business Experience offers intensive experiential learning courses and international assignments, designed to complement regular instruction during the semester, in which students work with teams to analyze real-world business problems. The installation of the program also translates into an additional focus on global business across all classrooms, including an increase in international case studies and other assignments.

The first aspect of the program, the Structure of Global Industries course, occurs during the first-year pre-term before the start of classes (see Chapter 2, "Pre-Term").

The spring Global Business Experience course is the only course required in students' final semester and runs in conjunction with international fieldwork to give students a very practical understanding of various aspects of the global business landscape. In their spring semester, second-year students form consulting teams to tackle real-world business problems for a foreign corporation or a company with offices outside the United States.

Some organizations that have participated in the Global Business Experience include Booz Allen, Barclays and Rio Tinto. Students travel to the client's offices abroad and present their recommendations to the company's senior leadership. New to the updated program, however, is an event called the "Global Business Conference" and slated to be held at the end of the spring term. The conference, which will be organized by McDonough students, will allow participants in the program to share their teams' findings with both their classmates and business leaders from across the globe.



In effect, the Global Business Experience functions as a required study abroad experience similar to those at peer schools such as Marshall and Yale SOM. McDonough is one of the few leading MBA programs with a study abroad requirement, which highlights the importance of international business to its curriculum.



4 Life at McDonough

Campus Spaces

The McDonough School of Business recently moved to a new home on the university campus. Called the Rafik B. Hariri Building, the 179,000-square-foot facility was dedicated in 2009 and named after the former Prime Minister of Lebanon, whose son is a McDonough alumnus. This state-of-the-art building in the center of campus includes venues for all academic activities, including seminar, lecture and conference rooms, as well as a 400-seat auditorium for larger events. There is also a plethora of public space that students can use to work independently or in groups.

In addition, the Hariri Building houses several MBA program offices, including MBA Career Center, MBA Admissions and Recruiting, and many faculty offices. Finally, a plaza connecting the new building to the nearby Leavey Student Center, Georgetown University's student union building, provides MBA students with easy access to other areas of the Georgetown campus.

Life in Washington, D.C.

Georgetown

Georgetown University lies on the western edge of the famous Washington, D.C. neighborhood that shares its name. Located on the Potomac River waterfront, Georgetown, one of the oldest settlements within the bounds of present-day Washington, retains much of its early American charm, boasting its 18th- and 19th-century architecture, cobblestone streets and hilly terrain. Known to visitors as a commercial district, with many shops and a thriving restaurant scene, Georgetown plays host to students, lobbyists, diplomats and politicians alike during their downtime.

Established in 1751 as a town in what was then the colony of Maryland, Georgetown was formally incorporated into Washington, D.C. by the United States Congress in 1871. Though it was originally a flourishing shipping center, the post-industrial economic decline took its toll on the area until the launch of the New Deal in the 1930s. Since then, Georgetown's residents have typically included members of Congress, presidential aides and other local politicians and federal workers. Given the neighborhood's high profile, it is not uncommon to spot local political celebrities dining in the area.



The intersection of M Street and Wisconsin Avenue is considered the epicenter of Georgetown, with high-end stores and ethnically diverse restaurants dominating the area. The cuisine ranges from Ethiopian to Vietnamese to Mediterranean, with popular options including Bourbon Steak, the upscale Café Milano, and Georgetown Cupcake, the last of which was the subject of its own reality TV mini-series. This section of Georgetown is also the primary nighttime destination for all the surrounding universities and colleges. Popular hangouts include The Tombs, Mr. Smith's, and The Rhino. The nearby waterfront area offers spectacular views and popular dining options, as well as opportunities for relaxing boat rides.

While Georgetown does not have its own stop on the Washington Metro, the stops at Foggy Bottom and Dupont Circle are both just a mile away. Georgetown is also accessible by car, and the neighborhood is serviced by several bus lines that run into Mid-City, as well as to the Maryland and Virginia suburbs. In addition, the Capital Crescent Trail, a well-traveled biking and jogging route, ends in Georgetown. Students can also enjoy a stroll or bike ride along the scenic C&O Canal Towpath, which runs all the way to the Beltway that surrounds the city.

The City of Washington, D.C.

Washington, D.C., the capital of the United States of America, was laid out in 1791 by the French-American architect Pierre L'Enfant.

Commonly referred to as "D.C." after the federally owned District of Columbia in which it is located, the city is divided into four quadrants—Northwest, Northeast, Southwest and Southeast—with the United States Capitol located at the center of the street grid. Visitors should be aware that due to the city's pattern of street names, the same address is frequently duplicated in each of the four quadrants of the city; they should thus ensure that they always know in which quadrant (NW, NE, SW or SE) their destination is located.

As the nation's capital, Washington, D.C. is home to all three branches of the U.S. government: legislative, executive and judicial. This fact has led many governmental, political and international organizations to base themselves here, including the World Health Organization, the World Bank, the Organization of American States and many renowned think tanks. In addition, over 130 embassies, representing every country with which the U.S. maintains diplomatic relations, are scattered throughout the city. Most of the employment opportunities in Washington, D.C. are therefore either connected to the federal government in some way or are directly offered by one of its agencies.

Washington boasts many of the United States' most historically important memorials and monuments, most of them located on the National Mall, a two-mile-long park extending westward from the U.S. Capitol. These landmarks include the Washington Monument, the Lincoln Memorial, the National



World War II Memorial, the Korean War Veterans Memorial and the Vietnam Veterans Memorial, which are among the most potent symbols of the United States and are therefore popular tourist destinations for international and domestic tourists alike. For the same reason, the Mall itself frequently plays host to marches, protests and rallies organized by political activists who hope to influence the country's political discourse.

Nearly all of the federally-operated museums in Washington, D.C. offer free admission and are located on or near the National Mall, making them easily accessible to visitors. Chief among them are the buildings of the Smithsonian Institution, the national museum complex, whose 29 sites include the National Portrait Gallery, the National Museum of Natural History, the National Air and Space Museum and the National Gallery of Art.

Washington, D.C.'s main artistic venue is the John F. Kennedy Center for the Performing Arts, home to the National Symphony Orchestra, the Washington National Opera and The Washington Ballet. Each year, the directors of the venue distribute the Kennedy Center Honors, a set of highly prestigious awards presented to members of the performing arts community in recognition of their contributions to United States culture. In the realm of athletics, Washington, D.C. supports teams in five professional sports: the Washington Redskins in football, the Washington Nationals in baseball, the Washington Wizards in basketball, the Washington Capitals in hockey and the D.C. United in soccer.

Additionally, D.C. residents can take advantage of the city's plethora of community festivals, many of which are free of charge. The city's most famous event is the two-week National Cherry Blossom Festival, timed to coincide with the blooming of the city's cherry trees in March and April, which attracts approximately one million visitors each year. Other annual events include the DC Jazz Festival, the National Book Festival and the Passport DC program, in which all of Washington's embassies open their doors to the public.

Located on the border of the Mid-Atlantic and Southern regions of the United States, Washington, D.C. has warm spring and fall seasons, with average winter lows of 30°F (-1°C). While Washington winters are not typically harsh, it is not immune to large snowstorms—as was proven in the winter of 2009-2010, nicknamed the "Snowpocalypse," when the city received a record-breaking 56 inches of snow. Washington, however, is perhaps most well-known for its humid summers, with average high temperatures hovering around 85°F (30°C).

The Washington, D.C. metropolitan area is served by the WMATA subway network, referred to simply as the Washington Metro, and the Metrobus and DC Circulator bus systems, which serve all neighborhoods of the city and the Virginia and Maryland suburbs. The Northeast Corridor cities of Philadelphia, Baltimore and Wilmington are all between one and three hours away by car, and can also be accessed by round-the-



Figure 4.1 McDonough Student Clubs**Athletic Clubs**

- Georgetown Ultimate Four (U4)
- MBA Golf Club
- Sports Club
- McDonough Outdoor Club

Affinity & Identity Clubs

- Black MBA Association
- Gay and Lesbian Alliance
- Georgetown Women in Business
- Georgetown Christians in Business
- Japan Society
- Jewish Business Alliance
- McDonough Military Association
- Middle East Graduate Alliance
- South Asian Business Alliance

Professional Clubs

- Asia Business Consortium
- Business and Government Alliance
- California Business Alliance
- Emerging Markets Network
- European Business Association
- Georgetown Energy and Cleantech Club
- Georgetown Entertainment and Media Alliance
- Georgetown Korea Business Association
- Georgetown MBA Entrepreneurship Club
- Georgetown Real Estate Society
- Graduate Investment Fund
- Graduate Marketing Association
- Graduate Student Consulting Club
- Greater China Business Association
- Healthcare Business Alliance
- Human Capital and Leadership
- Latin American Business Association
- MBA Finance Club
- Social Impact Internship Fund
- Technology, Innovation and Design Graduate Organization

Social & Special-Interest Clubs

- Beer Appreciation Society
- Georgetown Gourmet Society
- Georgetown MBA Partners Association
- Georgetown Wine Society
- MBA Volunteers
- Net Impact
- Student Government Association

clock Amtrak rail service from Washington's Union Station.

Three airports in nearby Virginia and Maryland serve the city: Ronald Reagan Washington National Airport in Arlington, Virginia; Baltimore/ Washington International Thurgood Marshall Airport (BWI) near Glen Burnie, Maryland; and Washington Dulles International Airport in Chantilly, Virginia. Currently, only National Airport is reachable by the Washington Metro system, though there are plans in place to extend Metro service to Dulles International Airport. BWI is accessible via its own Amtrak stop.

Housing

Georgetown University does not offer housing to graduate students, which means that McDonough students must find housing in the surrounding neighborhoods. In addition to the adjacent Georgetown neighborhood, popular destinations for students within Washington include Glover Park, Dupont Circle, and Adams Morgan; many others cross the river to live in nearby parts of Virginia, including Arlington, Rosslyn, Ballston and Alexandria. The university maintains an Office of Off-Campus Housing to help students research and obtain housing in the area.

Clubs

The McDonough student body maintains 40 on-campus clubs and associations organized around their common interests and characteristics (see Figure 4.1). These student-run clubs offer a place for participants to pursue their interests, become involved in the Georgetown community and attend events with like-minded peers.

Student clubs are managed by the MBA Student Government Association (SGA), which also serves as the liaison between MBA students and the Georgetown faculty and staff. The SGA organizes social events such as the Ultimate 4 Tournament, a charity basketball tournament that benefits local nonprofits such as Teach for America and the "I Have a Dream" Foundation. It also hosts the school's regular Thursday Socials, which give students a weekly opportunity to gather and socialize as a group.

McDonough's professional clubs provide tools and resources to help students prepare for their professional lives after business school. The Emerging Markets Network, to name one, sponsors educational activities and networking events for students interested in building their careers in developing countries. The EMN also hosts an annual Emerging Markets Conference, which offers lectures from the executives of leading organizations such as the International Finance Corporation.

Students interested in careers in entrepreneurship can join the Georgetown MBA Entrepreneurship Club, which sponsors vari-

ous educational and networking resources as well as connecting its members with professional opportunities. Those in the club, along with other members of the Georgetown community, routinely compete in the Startup Hoya Challenge, a series of competitions spread across the academic year designed to help student entrepreneurs refine their ideas and launch their businesses. In 2013, a first-year MBA student won the Social Track portion of the competition for his nonprofit idea that monitors social media for depression and suicidal threats.

McDonough also has a number of clubs that focus on their members' common backgrounds and identities, providing opportunities for these students to connect, build a community and raise awareness of their cultures. The Black MBA Association (BMBA), for example, seeks to provide a supportive environment for students of African descent, organizing events including recruiting opportunities with diversity employers and networking events with other local MBA programs, such as Howard University, George Washington and the University of Maryland. BMBA also regularly partners with the Latin American Student Association (HALASA) to host the Focus on Diversity event each fall.

Another group, the Gay and Lesbian Alliance (GALA), serves as a resource for McDonough's LGBT community, facilitating a mentorship program for first-year students, organizing volunteer projects and happy hours, actively reaching out to GALA alumni for networking events and hosting a Coming Out Day celebration.

Students can also participate in special-interest and social clubs that focus on students' passions outside the professional sphere. The MBA Volunteers Club, for example, provides an opportunity for students to get involved in philanthropic and charitable organizations in the Washington, D.C. community. The Georgetown Partners Association provides a way for partners and significant others of McDonough students to participate in the Georgetown community by hosting educational and social events throughout the year. All of these varied activities tend to pair well with the Georgetown Wine Society, which hosts events aimed to educate students about fine wine.

Conferences

A number of McDonough's professionally and culturally oriented clubs host public events as a complement to their other activities. Many of these organizations sponsor ongoing lecture series, and some host one- to two-day conferences that focus on particular industries, regions or identity groups. These conferences are generally well-attended, drawing an audience not only from the business school but also from other graduate programs and members of industry.

Each November, the Georgetown Women in Business Club co-hosts the GWiB Conference, part of the Georgetown University Women's Leadership Initiative. In 2014, the one-day



conference offered a series of keynote speakers, panels and workshops covering topics such as gender dynamics, women in advertising and negotiations and the salary gap.

One month earlier, the Georgetown Energy & Cleantech Club held its annual conference on campus. The 2014 conference featured a speech on oil and gas investment banking by a representative of Goldman Sachs. There were an array of activities available, giving students the opportunity to attend breakout panels on relevant fields of interest, including project finance, innovations in American power and the growth of microgrids. Speakers for these breakout panels featured leaders from organizations such as USAID, Solar City and Biogas Researchers.



5

Life After McDonough

MBA Career Center

The MBA Career Center takes an active role in guiding students through the job search and recruitment process. Before arriving on campus to begin the MBA program, students participate in a summer webinar series to assess their accomplishments and prepare a career strategy. At the same time, Career Center staff members, known as career coaches, are also available to assist students in researching their chosen post-MBA industries and preparing themselves for their future careers. These career coaches also review students' résumés and cover letters, offer feedback on verbal pitches and provide interview advice.

Student clubs frequently sponsor "career treks" with the assistance of the Career Center, in which club members visit companies headquartered in other parts of the world to gain more information about their target organizations or industries. The Career Center also provides prospective employers with a résumé book, in which all MBA students have the opportunity to submit their résumé for review.

Recruiting/Interview Procedures

From September through December, prospective employers visit the Georgetown campus to host presentations, information sessions, happy hours and formal dinners to educate students about their organizations and employment opportunities. Many employers also participate in the Career Center's "Career Days" that focus on popular sectors among McDonough students, such as finance and consulting. During these events, which are held from September through November, multiple employers from the same industry gather on campus to present to, and meet with, students who are interested in post-MBA careers in their field.

In late September, employers begin to interview second-year McDonough students on campus for full-time jobs, using the online Georgetown MBA Career Connections portal to schedule their interviews. Within two weeks after the interview, students will receive their hiring decisions. McDonough mandates that all job offers made in the fall must remain open for at least four weeks, and offers made following a summer internship remain open until mid-November at the earliest. Employers offering full-time positions in the spring, on the other hand, only need to give students 10 days before requiring a decision.



Interviews for summer internships can begin as early as mid-January. As with full-time job recruiting, students typically receive their hiring decisions two weeks after the interview has taken place. Students offered internships are given 15 days to weigh their offers before they must make a decision, meaning that most first-year students have obtained summer employment by mid-February.

Career Statistics

All MBA career offices work to build recruiting relationships with companies in many industries and geographic locations. However, if a school boasts a high number of students with an interest in a particular industry or location, that often suggests that the school is more likely to attract recruiters from those fields or regions, and that those companies are more likely to have a successful recruiting season and be interested in building partnerships with the school. Likewise, when a large number of companies from a particular industry or region regularly visit a school, it tends to attract a larger network of students interested in that field or location.

Because of this cycle of interest in on-campus recruiting, MBA candidates should research the industry and regional employment statistics of their target schools to get a sense of the relative recruiting opportunities available. Of course, with up to half of students at some schools finding their full-time positions through independent searches, it is important to remember that there are many opportunities available beyond on-campus recruiting.

Industry

At many leading MBA programs—including Chicago Booth, Columbia and Wharton—just one or two industries, such as financial services and consulting, dominate the recruiting landscape. Consulting and financial services did attract more than half of McDonough’s 2014 graduates; however, the remaining graduates fanned out across a wide range of industries (see Figure 5.1).

McDonough places a relatively high percentage of graduates in public sector and government jobs—9% of the Class of 2014—when compared with its peer MBA programs (see Figure 5.2). This can likely be attributed to the school’s location in the nation’s capital and the large number of NGOs and nonprofit organizations located in the greater Washington, D.C. and Northern Virginia area.

It is also noteworthy that McDonough sent 9% of its Class of 2014 into technology and another 8% into the consumer goods & retail sector. McDonough’s strong placement in these niche industries emphasizes the range of top employers—including firms such as Amazon, American Express, Deloitte, and the FBI—that recruited from the school in 2014.

Figure 5.1 McDonough Industry Placement

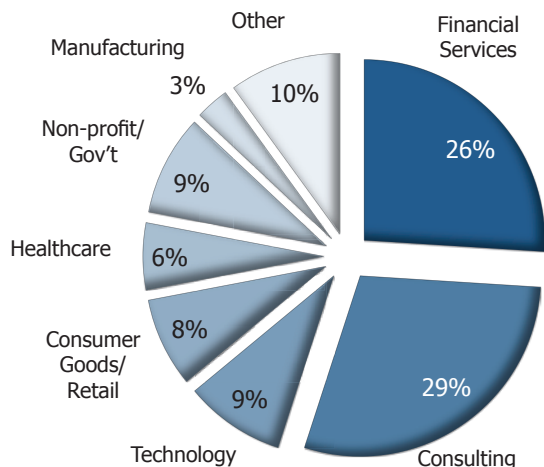
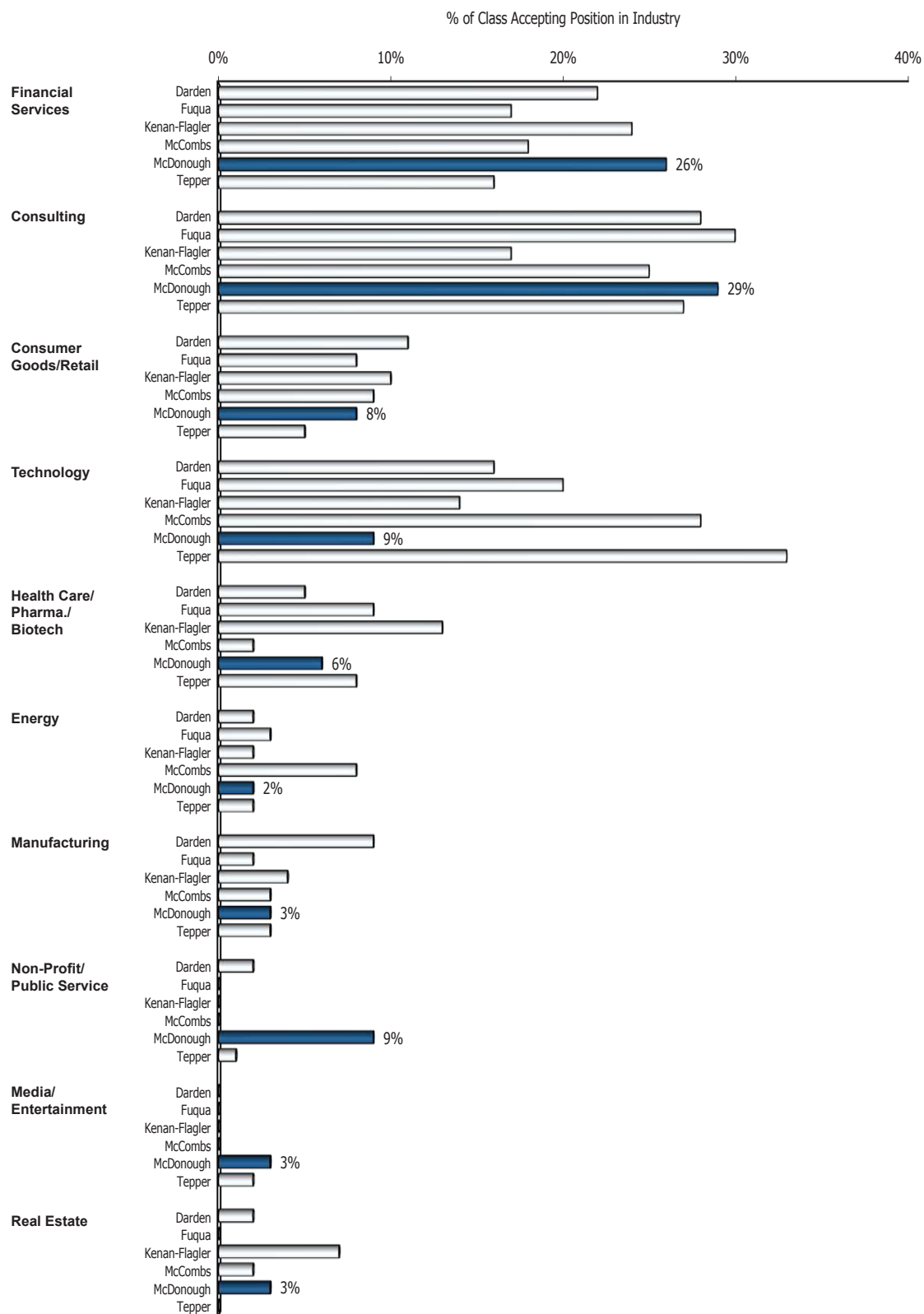


Figure 5.2 Job Placement by Industry

Alumni Network

The Georgetown University Alumni Association provides many opportunities for McDonough MBA alumni to stay connected with each other. In addition to annual reunions held on campus, the association sponsors Alumni Networking Events held throughout the world. Alumni have full access to the services provided by the Career Center, such as job-search and recruiting resources. Those who are working in financial services can also join the Georgetown University Wall Street Alliance to take advantage of the organization's networking, conferences and skill-building classes.

Interested alumni have a number of opportunities to give back to the McDonough community. Many choose to help out by hosting recruiting events for prospective students and volunteering to conduct mock interviews for current students through the MBA Career Center. Additionally, they can join the school's Alumni Mentor Program and attend networking events to talk to current students about career opportunities in their fields. McDonough also invites all alumni to remain active in the Hoya community by hosting a group of current students at their company.



6 Admissions

Visiting McDonough

For prospective students interested in visiting the McDonough campus, the Admissions Office hosts “Experience Georgetown,” a half-day visit program that runs from the beginning of September to April. This program allows prospective students to attend a student-led information session and MBA building tour, sit in on a class, and have a casual coffee chat with current students. Visitors are required to register for this program and, unlike at many other schools’ visit programs, can choose the class they would like to attend. Prospective students who attend “Experience Georgetown” receive a discount on the McDonough application fee, cutting the price from \$175 to \$100.

The “Experience Georgetown” program is not offered on Fridays, as classes are not held on that day.

During the summer when the program is on hiatus, visitors can sign up for an hour-long information session and tour. The Admissions Office notes that those interested should plan for a walk of up to 10 minutes from the University gates and transportation hubs to the office.

Outreach Events

In addition to organizing visit programs on campus, representatives from the MBA program travel extensively around the world, hosting events designed to allow prospective students to learn about the school without leaving their home cities. McDonough Admissions representatives are frequent presences at worldwide tours such as Inside the MBA, the MBA Tour, the National Diversity MBA Summit and Kaplan Road to Business School. Among the cities McDonough representatives have visited through these tours are New York, Bogota, Chicago, Monterrey, Shanghai, Beijing and Mumbai.

In addition, the Admissions Office maintains a list of MBA Admissions Student Ambassadors with whom prospective students can converse via email to gain a student’s perspective on the program. The Student Recruiters organize a program called “Virtual Visit,” a webinar for prospective students who are not able to visit campus. During these webinars, prospective students can take a virtual tour of the MBA Building and ask questions about the MBA curriculum, student life and career services. An MBA Admissions team member is also present to share information and advice on the admissions process. Interested applicants are required to register in advance



Figure 6.1 McDonough 2015-2016 Essay Topics

We want to hear your story. When responding to our only required essay, be authentic and take time to reflect on your goals and past experiences. Craft a response that explains how these experiences led you to pursue an MBA.

Essay One

We would like to learn more about you. Please answer the following essay question in 750 words or less: "Why you?"

Optional Essay One

If you are not currently employed full-time, use this essay to provide information about your current activities. (250 words or fewer)

Optional Essay Two

Please provide any information you would like to add to your application that you have not otherwise included. (500 words or fewer)

Re-Applicant Essay

How have you strengthened your candidacy since your last application? We are particularly interested in hearing about how you have grown professionally and personally. (500 words or fewer)

For Clear Admit's strategic advice on how to approach the McDonough essays, see the section "Essay Topic Analysis" in Chapter 8.

for Virtual Visit programs.

Application Requirements

All applicants to McDonough are required to complete the school's online application, which includes a résumé, official transcripts from all universities and post-collegiate institutions attended, official score reports on the GMAT and, if applicable, the TOEFL or IELTS, and one letter of recommendation from a professional reference. Applicants must additionally submit their responses to the school's essay (see Figure 6.1). All applicant-created materials must be submitted online, but transcripts must be mailed in as hard copies because the McDonough Admissions Office does not accept electronic transcripts.

Once an application is processed and deemed to be complete, its author will receive email confirmation that their materials are ready for review and can begin to monitor their admissions status online. Applicants should note that the initial application processing period can last for several weeks after the submission deadline. Interviews are a required part of the application process. Applicants will be extended offers to interview after the Round 1 deadline, and interviews are available by invitation only.

Deadlines

Like most business schools, McDonough has a three-round application season (see Figure 6.2). The Admissions Committee generally begins to review applications a few weeks after the round deadline, as it takes this long for all applications to be processed. Each round has a specific notification date upon which applicants learn of their admissions decisions; the Admission Committee will not notify students of their decisions prior to that date. Applicants who are put on the waitlist will be contacted by the Admissions Office to explain the process by which they can submit additional materials to strengthen their applications.

The Consortium

In 2013, McDonough became the 18th and newest member of the Consortium for Graduate Study in Management, an organization promoting diversity and inclusion in American business. The Consortium's mission is to address the underrepresentation of African-Americans, Hispanic Americans and Native Americans in business education and management positions. To do this, the Consortium actively recruits U.S. citizens and permanent residents from these underrepresented groups, as well as any applicant who can demonstrate a commitment to furthering the Consortium's mission. Through the Consortium application, candidates may apply to up to six of the member

Figure 6.2 McDonough 2015-2016 Application Dates

	Application Deadline	Notification Date
Round 1	Oct. 1, 2015	Dec. 1, 2015
Round 2	Jan. 5, 2016	March 20, 2016
Round 3	Apr. 1, 2016	May 15, 2016

Note: All applications must be submitted by 5:00 p.m. Eastern Standard Time on the day of the deadline.



business schools using just one application form. Candidates admitted to one or more of these schools are considered for a full-tuition Consortium Fellowship and may access the Consortium's career development services.

Alternative MBA Programs

In addition to its full-time MBA program, McDonough offers a part-time MBA Evening Program for working professionals. Designed to be completed in three years, the program allows students to attend classes on two nights each week. It follows a curriculum similar to that of the full-time program, beginning with a sequence of core courses and residencies and ending with electives of the student's choice. Evening courses are taught by the same professors who teach for the full-time program.

To apply to the MBA Evening Program, prospective students follow the same procedures as those applying to the full-time program, including the same set of mandatory essays and the same deadlines for each of three rounds.

Dual Degree Programs

Interested full-time MBA students at McDonough have the opportunity to pursue one of four dual-degree programs (see Figure 6.3). Students in these dual degree programs must take between 45 and 51 credits at McDonough; the range of credits needed at the other school may vary significantly depending on the length of the program.

Figure 6.3 Dual Degrees at McDonough

- International Relations: MBA/MSFS with the Edmund A. Walsh School of Foreign Service
- Law: J.D./MBA with the Law Center
- Medicine: M.D./MBA with the School of Medicine
- Public Policy: MBA/MPP with the McCourt School of Public Policy

The MBA/MPP program with the Georgetown Public Policy Institute and the MBA/MSFS program with the Edmund A. Walsh School of Foreign Service are both three-year programs in which students spend the first year taking courses solely at one school and the second solely at the other, and then split the third year between both schools. The J.D./MBA program with the Georgetown University Law Center, meanwhile, is a four-year course of study with a similar organizational scheme; students spend the first year at the Law Center, the second year at the business school and the final two years taking courses from both schools. At five years, the M.D./MBA program is the longest dual degree program that McDonough offers; students spend the first three years of this program at the Medical School, followed by one year at McDonough and one year taking classes at both schools.

Prospective students interested in applying to one of these programs must submit their applications by the respective deadlines of each school to which they are applying. For the most part, students may choose either to apply to both programs at once or to apply to the second during the first year of the first program. In order to pursue a dual degree, both McDonough and its partner school must independently accept the student into their programs.



7

Financing the McDonough MBA

Tuition & Expenses

Figure 7.1 Estimated Costs 2015-2016

Expense Item	Amount
Tuition	\$56,892
Living Expenses	\$20,306
Books	\$2,646
Travel	\$2,606
Federal Loan Fees	\$2,870
Total	\$85,320

Tuition for the McDonough full-time MBA program in the 2015-2016 academic year is \$56,892, with living expenses bringing the total estimated budget up to \$85,320 (see Figure 7.1).

The price of tuition includes the cost of a healthcare plan for the year in addition to a yearly - fee that goes towards maintaining the Yates Field House. Living costs, such as room and board, books, travel and personal expenses, are averaged based on previous students' spending

Financial Aid

Figure 7.2 Merit-based Scholarships

- Connelly Scholarship
- Georgetown MBA Merit Scholarship
- Hariri Scholarship

McDonough offers several merit-based scholarships for which all students are considered (see Figure 7.2). Applicants are automatically considered for these scholarships and do not have to submit any additional materials.

McDonough's merit-based scholarships are awarded based on academic performance and work experience, as well as on personal characteristics as demonstrated in the admissions interview. Upon receiving their admissions decisions, applicants are also notified of any merit-based aid they have been awarded. McDonough gives priority in consideration for merit-based aid to students applying in the first two rounds.

Figure 7.3 Available Loans

U.S. Citizens and Permanent Residents

- Federal Direct Loan
- Graduate PLUS Loan
- Perkins Loan
- Private loans

International Students

- Private loans (with a U.S. cosigner)

Most McDonough students finance their MBA education through loans, primarily the federal loan programs for which all U.S. citizens and permanent residents are eligible (see Figure 7.3). Students are also encouraged to seek out private educational loans provided by local and federal organizations.

International students are not eligible for federal loans in the United States. However, they are encouraged to seek aid from their home governments and other agencies. All international students are additionally considered for the need-based Georgetown University Pedro Arrupe S.J. Scholarship for Peace.

To help them offset the cost of their education, McDonough allows certain students to take on positions as graduate research or teaching assistants. Students can apply for these positions, which typically pay a stipend of \$1,100 to \$2,200 per semester, at the beginning of the academic year. McDonough is one of the few leading business schools that offer these sorts of graduate stipends to MBA students for research or teaching. Georgetown University also has an emergency loan program to help students deal with unexpected financial



circumstances. This program allows McDonough students to borrow a maximum of \$600 per semester, provided that the university's Office of Student Accounts deems the current circumstances to constitute an "unanticipated emergency."



8

Appendix

Essay Topic Analysis

As seen in Chapter 6: Admissions, Georgetown applicants will need to respond to an essay prompt with the option to address two more. The Clear Admit team has combined its years of business school expertise to analyze McDonough's essay topics and help applicants determine how to craft effective responses.

Georgetown's essay section has remained the same as last admissions season. In our interview with Dean Hubert, she reported that the adcom was pleased with the insight that the required essay offered into candidates' personal histories and motivations for pursuing a McDonough MBA. With just one open-ended required response, applicants will need to think carefully about what to highlight (and what to consider reserving for one of the school's two optional essays).

Let's look at each of the Georgetown MBA essay prompts for 2015-2016:

Essay 1

Why You? (Hint: we are looking for an answer that cannot be found from research on our website; 750 words)

This unusually terse prompt can be taken to imply the expanded question "Why [should we admit] you [to our program over other interesting and well qualified applicants]?" Once unpacked, this query reads like a fairly straightforward question about the applicant's interest in, knowledge about, and potential to contribute to the MBA community. According to our interview with Dean Hubert, candidates will have the opportunity to explain their short- and long-term career goals elsewhere in their application materials. Therefore, their remarks in this essay should focus on the interests and values behind those goals, as well as the applicant's reasons for seeking an MBA and for applying to McDonough in particular. Of course, the adcom will also be eager to hear about the impact that the candidate expects to make on the MBA community, both in the classroom and through extracurricular participation. Akin to essays that ask the applicant to introduce oneself to one's classmates, this essay should strike a balance between highlighting the elements of one's personal background that would enhance the diversity of the incoming class, and explaining how these experiences and values make the candidate a strong fit with the program's culture.

The hint that accompanies this essay has a two-pronged implication. First, the adcom wants to learn about the person behind the application, about what their past experiences have



taught them about leadership and collaboration, and how this will map onto their time at Georgetown. Dean Hubert commented in our interview that the most effective essays were ones in which the applicant was able to be open and vulnerable — while also tying personal disclosures into the broader domains of career and community. The McDonough adcom seeks students who value diversity and who are inclined to put the good of their fellow students ahead of their personal advancement. And, like the larger Georgetown University, the school also aligns itself with the Jesuit tradition and the focus on reflection, service, and intellectual inquiry. Effective responses will share something about what's truly important to the applicant, why this value stands out for them, and how this will inform their engagement with peers at Georgetown.

The second thing that we glean from the essay hint is that McDonough is particularly interested in applicants who have gone beyond the website and made an effort to learn about the program by visiting the campus or reaching out to students, alumni, and even faculty. The more the applicant has done to learn about the program and understand its values, the more effectively she will be able to write about how Georgetown's offerings connect with her goals and interests. Demonstrating this level of knowledge will therefore be important to an effective response. While the adcom seems to indicate that they're not interested in a list of clubs and courses pulled from the program website, they would likely welcome a thoughtful response that identifies those elements of the curriculum and student organizations that most stand out as places where the applicant could add value and enhance the experience of his or her classmates. The key will be to highlight those aspects that fit most closely with your goals and values, keeping the emphasis on your potential contribution (rather than ways you might stand to benefit professionally).

Optional Essay 1

If you are not currently employed full-time, use this essay to provide information about your current activities. (250 words or fewer)

This is a straightforward prompt that should only be answered by applicants who are not employed full-time at the time they submit their application materials. The adcom will be looking to see that the applicant is doing more than job-hunting or passively waiting around to get into b-school. This essay is a place to discuss volunteer activities, pro-bono work, and professional development endeavors such as conferences or trainings.

Optional Essay 2

Please provide any information you would like to add to your application that you have not otherwise included. (500 words or fewer)

While the wording of this prompt is fairly open-ended, Dean Hubert indicated during our conversation that the adcom values this essay most highly as a place for applicants to proactively anticipate and address potential liabilities in their candidacies. These might include extenuating circumstances surrounding undergraduate grades, plans to bolster one's



quantitative skills before enrolling, or reasons for not providing a recommendation from a direct supervisor. Candidates with potential areas of concern should definitely use this response to address those. While the word limit here is 500, responses about extenuating circumstances should be as brief and straightforward as possible.

All of that said, candidates who feel they have something more to say here should consider (1) whether the information will make a substantive, positive difference in their candidacy, and (2) whether they had an opportunity to share it elsewhere in their data forms or essays. Given the open-ended nature of the program's required response, we think it's unlikely that there's much an applicant could say that simply wouldn't work in response to Essay 1. We therefore recommend that candidates refrain from providing "bonus" content in this essay and instead respond only to address a weakness.

Re-Applicant Essay: How have you strengthened your candidacy since your last application? We are particularly interested in hearing about how you have grown professionally and personally. (500 words or fewer)

This essay invites reapplicants to comment on a few dimensions in which they've improved and become stronger applicants to the Georgetown MBA program. Concretely, this might involve retaking the GMAT or enrolling in additional coursework to better demonstrate quantitative proficiency, or taking on a new project or added responsibility in the workplace. Meanwhile, the focus on growth in this prompt suggests that the adcom wants to know what the applicant has learned from these efforts (and potentially from the failure of last year's application), as well as the ways one is positioned to make a more meaningful or substantive contribution in the classroom and the larger McDonough community.

Admissions Director Q&A

As part of our ongoing mission to inform MBA applicants about the admissions process, Clear Admit has interviewed various admissions directors at the leading business schools. Read on for our summer 2015 conversation with Shari Hubert, the head of admissions at Georgetown University's McDonough School of Business. Hubert shared with Clear Admit her advice to prospective candidates on how to approach the school's application for the Class of 2018.

Though its essay question remains unchanged from last year, there are subtle shifts elsewhere in the application, says Shari Hubert, who has served as Georgetown McDonough's associate dean of MBA admissions since 2013. Among other things, applicants will have greater opportunity to highlight experiences living and working abroad. Read on to learn more about these subtle shifts, as well as Hubert's advice on how to make taking a risk in response to the essay pay off.

If It Aint Broke...



Hubert and team decided to maintain last year's open-ended "Why you?" essay prompt because they liked the insights it provided into applicants' backgrounds and motivations. "It worked out really well for us last year—allowing applicants to tell us their story in their own words," Hubert says. "What really stood out were those applicants who were willing to take a risk, be open and vulnerable, and tell us what they think and what is important to them," she says.

Because the application features separate fields where candidates are asked to share their short- and long-term goals, Hubert and her team are looking more in response to the essay for applicants' rationale behind pursuing an MBA, their philosophy on life and how they think McDonough fits within it, she says.

Of course, the line between taking a risk to be open and vulnerable and taking things too far is a fine one. As guidance, Hubert reveals the risk she herself took when applying to Harvard Business School. Asked to write about her greatest accomplishment, Hubert shared that she had re-established relations with her father, from whom she had been estranged for 15 years, when she was a junior in college. "I opened myself up and took a real risk, but I was able to tie it back to my ability to take initiative, to be a leader, to not be afraid to take that risk," she says. "If you are going to make yourself vulnerable and share something truly personal, you need to think about the end goal," she continues. "How can you tie it into the values of our institution and illustrate how it makes you the type of student who would thrive here?"

McDonough's Core Values

And just what are the values that McDonough holds dear, you ask? One of the things that McDonough prizes most as an institution is its global perspective and the global nature of its students, Hubert says. True to its Jesuit founders, the school also seeks students who will be women and men in service to others. "Of course, you come to business school to fulfill your own dreams and aspirations, but we also want students who are asking themselves what they can do to leave the institution better than it was before," she says.

Finally, Georgetown is known for its collaboration, Hubert adds. "Our students are continually thinking not only 'Will this help me succeed?' but also 'Will it help my classmates succeed?'" she says. Ultimately, this collaborative nature only reinforces the value of the brand, because if both succeed, it is better for the value of the degree, she notes.

As in past years, McDonough again this year gives applicants the opportunity to submit optional essays to explain gaps in employment, provide information not otherwise included in their application or, for re-applicants, show how they have strengthened their candidacy since their last application. "For us, the optional essay is really key when we might have a concern about an element of a candidate's application—this is an opportunity for them to proactively address that concern," she says.



A Few Subtle Shifts

Even though its essay stayed the same this year, Hubert draws attention to a couple of changes in the application that might be of interest. Last year, the school had a broad question inquiring about applicants' global experiences—whether they had ever volunteered, studied, worked or lived abroad. This year, Hubert's team has broken this question into two parts to get a better sense, specifically, of applicants' global experience when it comes to working, living or traveling for business abroad, since this will have the greatest impact on their experience at McDonough.

Also new this year, the school will now offer an application fee waiver to individuals who are part of the Forté MBALaunch Program.

Application Volume Growth

McDonough's application volume increased this past application season roughly 17 percent over the prior year, with the majority of the increase coming from domestic applicants. "We were very pleased," Hubert says. She attributes the growth to a range of factors, including a greater emphasis on digital marketing and public relations, as well as the school's partnership with customer journey mapping firm Peer Insight, which helped her team think about the application process from the applicants' perspective.

Another shift Hubert saw as part of the most recent application cycle was an increase in the number of applicants laser-focused on scholarship opportunities. "Applicants are looking very closely at how they will fund and finance their MBA, what the ROI is, whether it is worth taking out loans," she says. It used to be that students didn't mind taking out loans for the MBA, but with more and more applicants already having huge student loan debt, that is changing, she says.

"We are getting more requests for scholarships and more appeals for scholarship reconsideration," she says. Hubert has championed flexibility at the school in terms of being willing to accept requests for appeal, formalizing the process through which applicants can ask that their scholarship request be reconsidered.

Fortunately, says Hubert, McDonough has also had an increase in its scholarship funding. "That has been Dean David Thomas's number one priority—to increase funding for MBA scholarships," she says. "That has helped us provide a bit more scholarship to more people who merit it."



9 Further Resources

Publications

McDonough regularly puts out magazines and other publications, available both online and in print, to highlight the achievements of the school's students, alumni and faculty. *The Georgetown Business Magazine* is aimed at alumni, recruiters and practitioners; the magazine is published twice in the spring and twice in the fall and shares news and in-depth analysis of current business issues.

McDonough Research Centers & Institutes

- *Center for Business & Public Policy and Business, Society and Public Policy Initiative:* Support scholars exploring issues at the intersection of business, economics and public policy, with a focus on competition and innovation in global economies.
- *Center for Financial Markets and Policy:* Organizes events and sponsors research projects concerning issues and policies surrounding the financial markets.
- *Entrepreneurship Initiative:* Organizes entrepreneurially focused curriculum and resources for student entrepreneurs.
- *Georgetown Institute for Consumer Research:* Partners with KPMG to support research on marketing to consumers.
- *Georgetown Institute for the Study of Markets and Ethics:* Provides support for research on ethical issues surrounding the market environment.
- *Georgetown University Women's Leadership Initiative:* Seeks to positively influence women's social and economic standing around the world by hosting workshops and providing other resources to advance female leadership in business.
- *Global Business Initiative:* Supports an increase in the quality and depth of the school's international offerings.
- *Global Social Enterprise Initiative:* Aims to prepare leaders to make responsible management decisions that yield both economic and social value.



- *Steers Center for Global Real Estate:* Aims to make McDonough and Georgetown University major players in real estate finance by educating McDonough MBAs, promoting professional opportunities and curating a supportive community for discussing issues important to the field.

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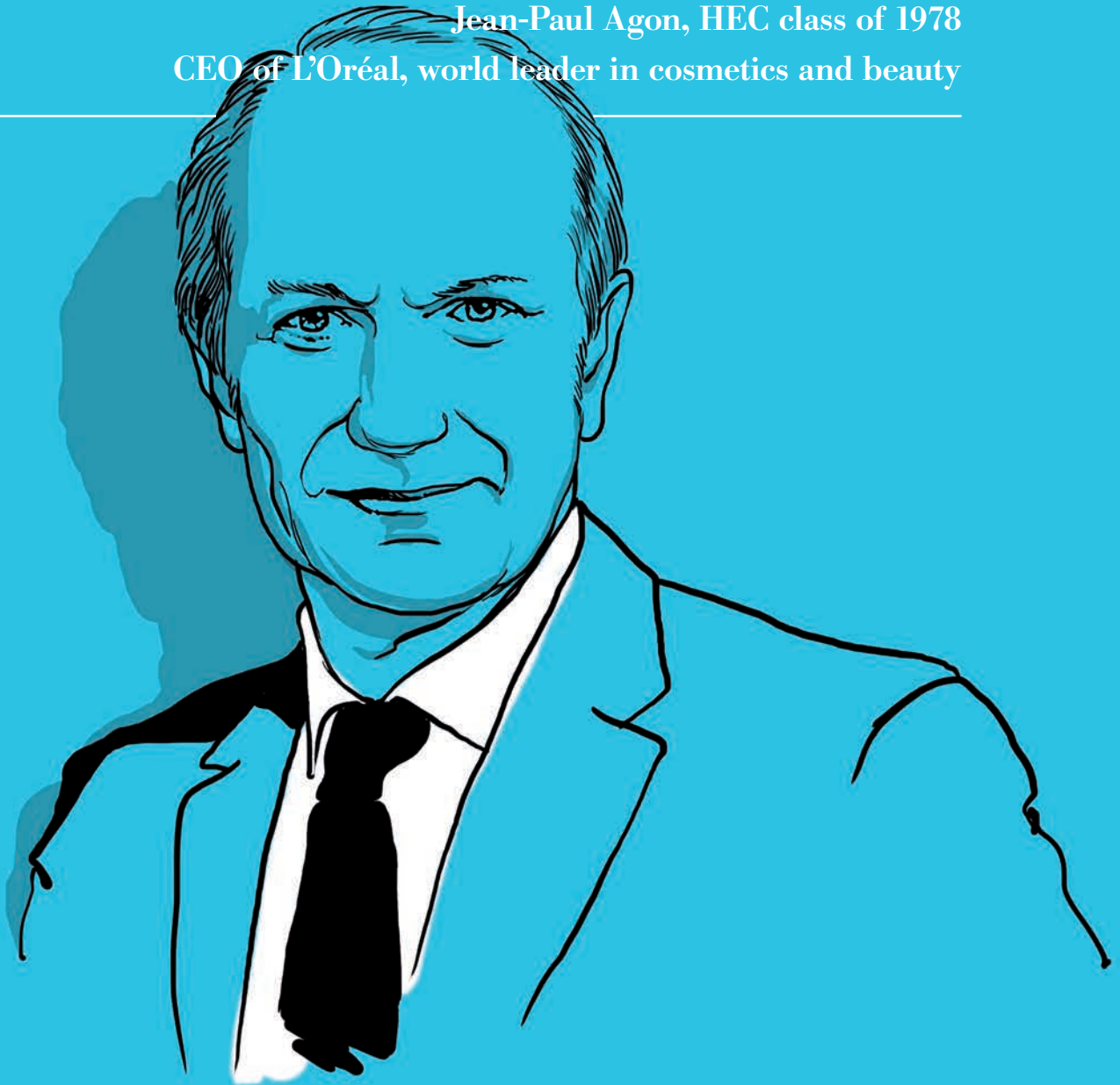
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